

A/E
Library

Skylines



OCTOBER 1954



SKYLINES

Published monthly by the Kansas City
Chapter of The American Institute of
Architects

EDITOR	Frank V. Grimaldi, AIA 402 Congress Building Kansas City, Missouri
PRESIDENT	William H. Simon 25 East 12th Street
VICE-PRESIDENT	Frank R. Slezak 18 East 11th Street
TREASURER	Robert S. Everitt R. A. Long Building
SECRETARY	Donald R. Hollis 9423 West 75th Street Overland Park, Kansas
DIRECTORS	I. L. Roark, Jr. 7133 West 80th Street Overland Park, Kansas
	John T. Murphy 15 West 10th Street
	Joseph B. Shaughnessy 3527 Broadway
CHAPTER OFFICE	1016 Baltimore Avenue Room Five One Five Victor 9737 Betty J. Martin Executive Secretary

Skylines

Volume 4, Number 10

October, 1954

The October meeting of the Kansas City Chapter AIA is one of historic importance. Action will be taken toward the incorporation of the chapter and the establishment of revised by-laws referring to the incorporated body. Many months of time, study and effort has been spent, pointing to this particular meeting. It is the individual obligation of each chapter member to attend and vote on these vital matters. Assigned corporate members and associate members are qualified to participate in the discussion and vote. A review of the major by-laws additions and revisions were published in the September issue of SKYLINES. The complete set of revised by-laws which have been approved by the executive committee and will be submitted to the chapter are on file at the chapter office, 1016 Baltimore. In order to conduct a well organized discussion on the floor, it requested that any suggestions be submitted in writing prior to the meeting to Mr. Mark Sharp, Chairman of the By-Laws Committee, 25 East Twelfth Street.

TIME—5:30 p.m. sharp.

PLACE—Advertising and Sales Executive Club, 912 Baltimore Avenue.

DATE—Tuesday, October 19.

The regular after-dinner program will be held. Consult the regular meeting announcement for further details. Make reservations early, at the chapter office, VI 9737.

the ninth central states conference

wichita october 21-22-23 lassen hotel

THEME

Of Grass Roots and Architecture

FIELD TRIP

Boeing Airplane Company

McConnell Air Force Base

SPEAKERS

Walter Thomas Rolfe, FAIA
Houston

William C. Salome, Jr.
Mayor, Wichita

Don T. Walters
Kansas University

Frank N. McNett, Director
Central States District

N. A. Mason
Pittsburgh Plate Glass Co.

Prof. Emile Pierre Jacques
Union Internationale Des
Architects, Paris

Earl T. Heitschmide, FAIA
Los Angeles

PANEL DISCUSSIONS

will feature architects,

Glen E. Benedick

Kenneth H. Haynes

Buford L. Pickens

Bill Schmidt

Stanley Hagan

J. Woolson Brooks

Edward J. Sessinghaus

Frank R. Slezak

Robert Elkington

Lee Sorey

T. R. Griest

Oscar Ekdahl

Bob Gadberry

and the following:

John L. McCullough

St. Louis District Manager
for Johns-Manville

Claude Cooke

Kansas City

Manufacturers Agent

Heinie Bass

Oklahoma contractor

William Ball

Kansas City contractor

Virgil Lundburg

Salina contractor

Harry Mueller

President, Wichita

School Board

**"Lector, si monumentum quaeris, circumspice".
(Reader, if thou seekest his monument, look around).**

This is the inscription on the walls of Saint Paul's Cathedral in London marking the burial place of its famous designer and builder, Sir Christopher Wren (1632-1723).



Today in Kansas City a great record is being written upon the skyline of Kansas City, and throughout its suburban area . . . a record in concrete, brick, and steel. It is well to remember that every such structure in every detail, has its origin in the drafting rooms of our architects. The results of their careful planning may be seen anywhere you look and is truly the greatest tribute that could be paid to them.

We, at Carter-Waters, believe that our place in the construction industry is that of specialists in construction materials. We strive constantly to improve our quality, reduce costs, and disseminate information on the proper uses of our materials.

With proper regard for your own valuable time, we ask you to open your door to our representative. He can tell you about our products—he will be factual, accurate and brief. Thank you.

THE CARTER-WATERS CORPORATION

Skylines Advertisers

THIRD IN A SERIES

Kansas City architects enjoy excellent relations with the Real Estate Editor of the **Star**, Fred Fitzsimmons, and are encouraged to furnish timely news releases for publication. In the same vein, Editor George Crider of the **Midwest Contractor** through our chapter public relations Chairman Clarence Kivett, invites news releases for his monthly trade publication. Mr. Crider also announces a new feature in the **Daily Record** publication which will deal with general building news.

On the completion of the design

1. Consider these channels of publicity:
newspapers; wire services; popular magazines; professional magazines; industry magazines; radio; television; photo syndicates; feature syndicates; trade papers; house organs.
- *2. Call a press conference if the project is sufficiently important and especially if a model is available—invite all editors:
 - ▶ have kits prepared containing a press release or fact sheet and photographs.
 - ▶ include these details in the fact sheet: subject, release date, location, physical characteristics, architectural characteristics, general information, architects, information about the architects.
3. Write releases with real news value, not propaganda.
4. Make your story interesting by appealing to health, home (wife, children, relatives), income, happiness, future, standing (community and job).
5. Write headlines that promise a readable story in the public interest.
6. Prepare press releases with these additional points in mind:
 - ▶ double space and use only one side of 8½" x 11" white paper;
 - ▶ include your name, address, business, phone number and date in top left corner;
 - ▶ state time and date for release in upper right corner;
 - ▶ write copy to answer five questions: ...what happened? ...to whom? ...when? ...where? ...why and/or how did it happen?
 - ▶ get all essential information in first paragraph, in case story is cut;
 - ▶ include black and white plans, with lettering large enough to be legible when reduced;
 - ▶ include 8" x 10" glossy photographs or photostats of renderings or models;
 - ▶ make picture captions tell the story;
 - ▶ attach captions to bottom of illustrations.

Nothing finer than
MARBLE WINDOW STOOLS

SO GOOD TO LOOK AT

SO EASY TO CLEAN

SO ECONOMICAL TO MAINTAIN

No painting, no repairs of any kind
during years and years of service

Easy to install with mortar or white
non-staining mastic

**DOUBLE-CHECK
THE LOW INITIAL COST**

6" stool of Ozark Tavernelle or Napoleon
Grey marble, $\frac{7}{8}$ " thick, costs approximately
\$2.00 per lineal foot installed, depending
on freight costs and local conditions.

CARTHAGE MARBLE CORP.

Carthage,
Missouri

Scarritt Bldg.
Kansas City, Mo.

KANSAS CITY NATURAL SLATE CO.

2718 MCGEE PHONE VICTOR 3487

KANSAS CITY 8, MISSOURI

CONTRACTORS FOR:

FLOOR COVERINGS _____

Asphalt Tile _____

Rubber Tile _____

Vinyl Tile _____

Cork Tile _____

Linoleum _____

Wood Block Flooring _____

WALL COVERINGS _____

Kalistron _____

Flexwood _____

Metal Wall Tile _____

Plastic Wall Tile _____

Linowall _____

ACOUSTICAL CEILINGS _____

Owens-Corning-Fiberglas _____

Armstrong Cork Co. _____

Asbestospray _____

..... In The News

Five months ago the KC Chapter AIA and the KC Chapter Producers Council undertook the establishment of a central executive office. In a great many ways this venture has proved most successful. There are obvious benefits to the chapter organization in maintaining a full time executive secretary, and these will compound as the months go by. However, the chief premise on which the office was established—that the secretary would devote half her time to public stenography—has not been fulfilled. Our executive secretary, Miss Betty Martin, was selected for this position because of experience in a field allied with architecture. She is familiar with the language and organization of our work. She has on call extra help to handle any rush job; or she is available over a long period of time for miscellaneous small jobs. The office is well equipped for the various types of stencil work—to run your specifications. If Producers Council members have any amount of direct mail work, the equipment is here to do it. Think it over. The next time you have an overload, call Miss Martin at VI 9737, or drop by the office, room 515 of the 1016 Baltimore Avenue Building.

ERNEST O. BROSTROM, AIA, has published in the September issue of **Church Management** an interesting letter and some sketches under the title "The Ecclesiastical Rooster." He describes the use of the cock as a symbol in church architecture, both historic and contemporary.

KIVETT AND MYERS recently received the following letter from the real estate editor of the St. Petersburg **Times**:

We are interested in illustration when it is ready on various phases of Doctors Motels, Inc. project here, which I'm told you are working on . . . Will you please keep this need in mind—while the personal publicity is probably not a consideration with you, it helps the profession to point out the role of the architects in all major projects.

UNIT MASONRY ASSOCIATION, INC., of Kansas City, established here during the summer, is a unique organization which has as its members both union and management personnel, plus representatives from manufacturing and distributing firms in a field which covers brick, concrete block, stone, structural tile, glazed brick and suppliers of equipment and tools. As its main purpose, the association seeks to broaden the market for masonry construction, hence the joining of labor and management forces; both sides are working together to certain predetermined goals which are aimed at benefiting the entire industry. Officers for Unit Masonry are: Frank T. Smith, business representative for Bricklayers Union Local No. 18, A. F. L., president; Weldon B. Royse, masonry contractor, vice-president; R. E. Walker, general sales manager of the Carter Waters corporation, treasurer; Lester B. Smith, president of Bricklayers Union Local No. 4, A. F. L., secretary. An executive office is maintained at 922 Walnut Street, Room 1207.

SPECIFY



BUILDING PLUMBING DRAINAGE PRODUCTS

FOR THE FINEST IN QUALITY AND ENGINEERING DESIGN



Z-120 ROOF DRAIN—High Velocity Discharge Type With Integral Expansion Joint—Extra large, unmovable, non-clogging, mushroom dome strainer. Clamping collar of vise construction assures tight joint.



Z-540 FLOOR DRAIN—Continuous Flow Solids Retaining Shallow Type—Provided with removable perforated sediment bucket. Assures continuous flow even though sediment bucket is filled.



Z-1326 SUPREMO PERFECT SEAL CLEANOUT—Floor Level Type—Provides gas and water tight connection, cover always easy to remove. Adjustable top compensates for variations in floor surfaces.



Z-1171 GREASEPTOR—Deluxe Type—Grease intercepting basket baffles are removable with cover for ease of cleaning. Provides free flowing drainage through pipe lines at all times.



Z-1206 SH—ZURN SYSTEM—Vertical Adjustable Type—Provides supporting carrier and trim for plumbing fixtures including complete fitting for vertical drainage.



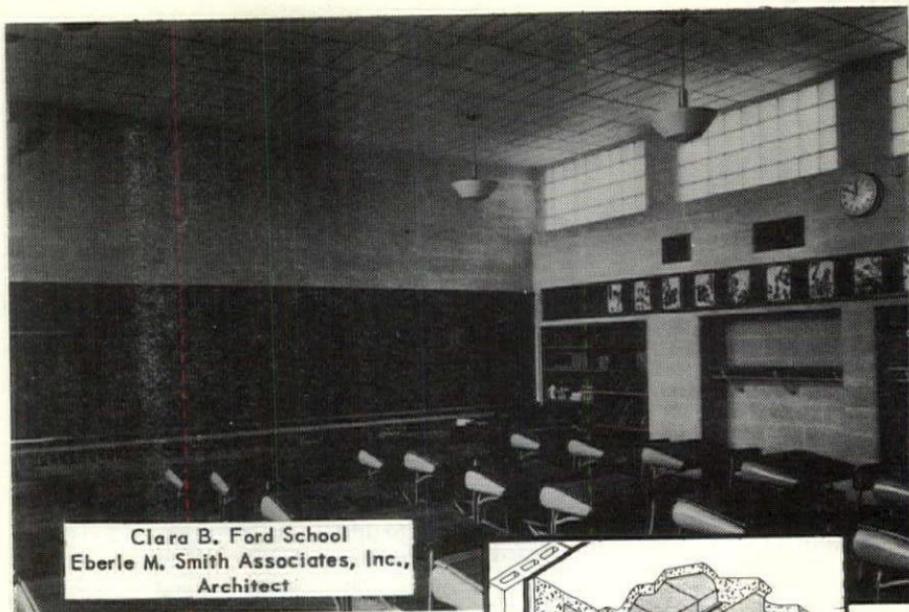
ZURN CONTINENTAL SERVICES, INC.

Exclusive Sales Agent
J. A. ZURN MFG. CO.
ERIE, PA.

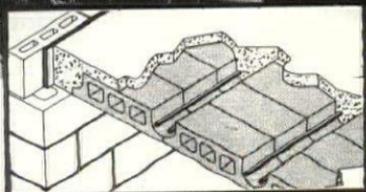
Represented by

JAMES V. IRVIN CO.

557 Westport Road Kansas City 11, Mo.
JEFFERSON 5452



Clara B. Ford School
Eberle M. Smith Associates, Inc.,
Architect



HAYDITE SOFFIT BLOCKS

HAYDITE Soffit Block floor and roof construction offers many advantages particularly desirable in school construction... check these features:

- FIRE-SAFETY
- FASTER CONSTRUCTION
- BUILT-IN INSULATION
- HIGH ACOUSTICAL VALUE
- UNIFORM CEILING TEXTURE
- IDEAL FOR RADIANT HEAT
- PLASTER OR PAINT DIRECT
- MEETS RIGID LOAD TESTS
- LIFELONG DURABILITY
- VERMIN-PROOF
- LOW CONSTRUCTION COST
- LOW UPKEEP COST



For full information, call or write



2440 PENNWAY

Phone GRand 2570

SHOULD YOUR CHILD BE AN ARCHITECT?

Pietro Belluschi set forth to answer this question in a recent public service advertisement of the New York Life Insurance. His observations are reprinted here, slightly abridged.

In all likelihood, your son will never make a fortune as an architect. Very few men do. But he can acquire another type of wealth that will probably mean more to him than all the money in the United States Treasury.

There is enormous gratification in an architect's work. No other art can give its practitioners such a sense of completeness. The buildings an architect designs not only can be seen and felt, they can be lived in and used. And they add to the world's store of beauty.

Most significant, the architect has the satisfaction of knowing that he is helping people to live, work and play together better.

Today, architecture offers wonderful opportunities for young men. It is difficult to believe, but there are less than 20,000 licensed architects in the United States. A boy who chooses architecture as his profession is almost sure to get an interesting job (paying about \$50 a week) immediately upon his graduation from college and, if he has ability, he can be certain of advancing rapidly. The chances are, as I've said, that he won't become a millionaire. However, after eight or ten years' experience, he should be making a comfortable living with an annual income of \$9,000 or \$10,000.

The architect today must be a combination of business man, organizer, technician, planner, economist, sociologist, surveyor, landscaper, engineer and artist. And he must be a keen psychologist, too, if he is to understand what his client really needs.

How can you tell if your boy is suited to be an architect? Ask yourself and him these questions:

1. Can he draw? An architect does not have to be a Rembrandt but he must be able to sketch neatly and accurately.
2. Can he visualize? He should be able to describe, in words and sketches, buildings he's seen.

3. Does he have a grasp of dimensions? An architect must have a good eye for the size and shape of things.
4. Does he have a feeling for what is appropriate? An architect should not design a railroad depot to look like a gas tank.
5. Is he good at mathematics and technical subjects? An architect must know his engineering.
6. Can he synthesize? An architect must be able to cope with a wide variety of information and come up with the correct solution.
7. Is he persevering? It takes a colossal amount of detail work to develop the plans for a building.
8. Can he work under pressure? An architect's work comes in spurts and he frequently must labor 16 or 18 hours a day to meet deadlines.
9. Is he a diplomat? He must be able to "sell" himself to people.

Most of all, your son should have imagination, enthusiasm and common sense. They must be in equal parts.

How does a boy become an architect?

It can be done without even going to college. By working eight years in the office of a registered architect, in most states a high school graduate can qualify himself to take the state examinations and win his license.

Some of our most successful architects have come up in this manner. I cannot say that I recommend it, though. In my opinion, an architect needs more than practical experience. He must also have a deep reservoir of culture. He must understand yesterday's architecture to create the architecture of today.

So, I would urge your son to go to a good college of architecture. There are 50 in the United States, and most are excellent. They give a five-year course which usually leads to a Bachelor's Degree in Architecture.

Tuition at some colleges runs as high as \$900 a year, to which must be added another \$1,000 for room, board, books and materials. But many of the state universities have low tuition fees, and the private institutions all offer scholarships to outstanding students. Furthermore, an ambitious boy can raise a large part of the money he needs.

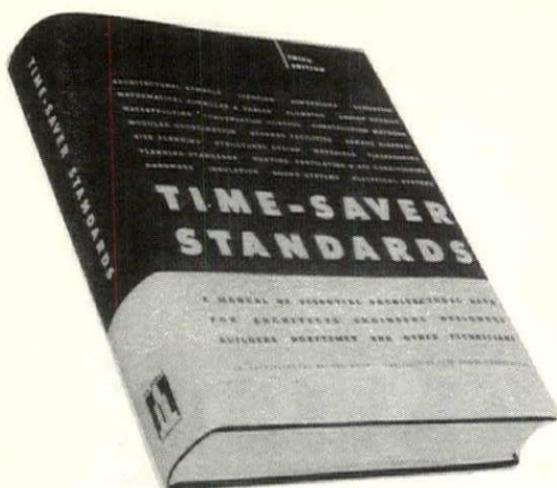
After a boy has finished college, he still must get three year's training in an architect's office before he can take his state examinations.

These examinations are difficult. A high percentage of those who take them fail. But the good man can get through.

**WESTERN
BLUEPRINT CO**

APPRECIATES EVERY ORDER

**K.&E., DIETZGEN & POST SUPPLIES
HAMILTON DRAFTING FURNITURE
ALL THE BEST PHOTO PROCESSES
SUPER MICROFILM
909 GRAND
VICTOR 7881**



A giant new Third Edition of a classic in the architectural and construction fields—**TIME-SAVER STANDARDS**—has just been published by F. W. Dodge Corporation.

Compiled by the editors of **Architectural Record**, the world's leading magazine of architecture, **TIME-SAVER STANDARDS** represents the work and research of hundreds of architects, engineers and other construction industry experts. Containing 888 pages and over 2,000 illustrations, graphs and charts, this mammoth handbook enables the building professional to design anything from a kindergarten work-table to a site plan for a housing development.

TIME-SAVER STANDARDS is truly "the essential architectural handbook" because it:

... Gives the reader one comprehensive source of information, diagrams, data and formulae on Architectural Design, Engineering Method, Materials Technology and Building Practice.

... Cuts to the minimum the tedious fact-finding work connected with design, specification writing, engineering drawing, selection of building materials, formulae and many other detail jobs.

The new enlarged Third Edition, has 20 new sections of material, 147 pages added, and much dated material deleted. All sections have been completely reorganized topically for quick, easy reference. The index has been revised and expanded to over 1,900 listings.

\$12.50 Dodge Books, 119 West 40th Street, New York 18, N. Y.

Concrete Building Units Company

Manufacturers of

VIBRACRETE

CONCRETE JOISTS

During the past thirty years of service to the construction industry in Kansas City we have seen many methods of floor installations.

After careful investigation of these varying types, we are convinced that the most economical and versatile method is still the reinforced pre-cast concrete joist. This method develops a T-beam structure capable of carrying great loads. Before designing your next concrete floor we will consider it a privilege to serve you by calling at your office or meeting with you to discuss this type of floor construction.

Call VA. 5300
for details

Specify

VIBRACRETE CONCRETE BLOCKS

Natural and Light weight Aggregate

"Serving Kansas City Over Quarter of a Century"

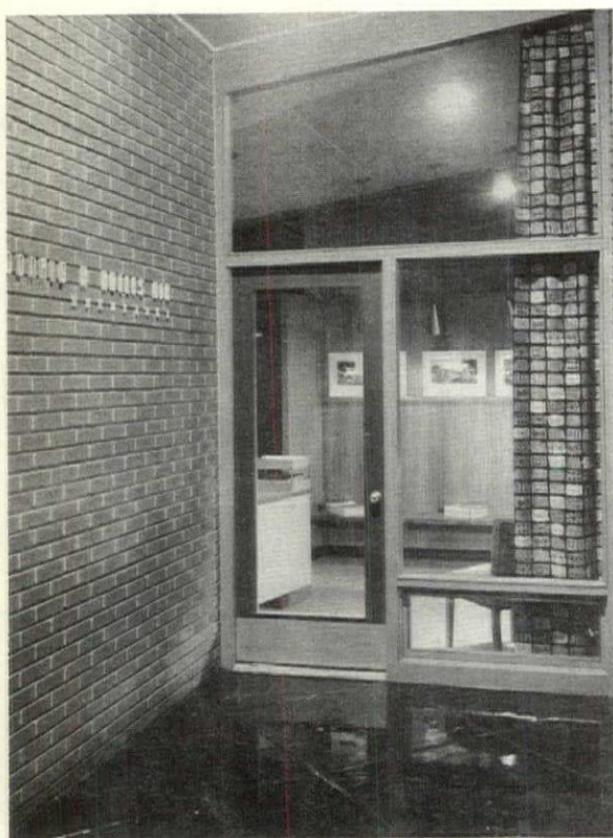
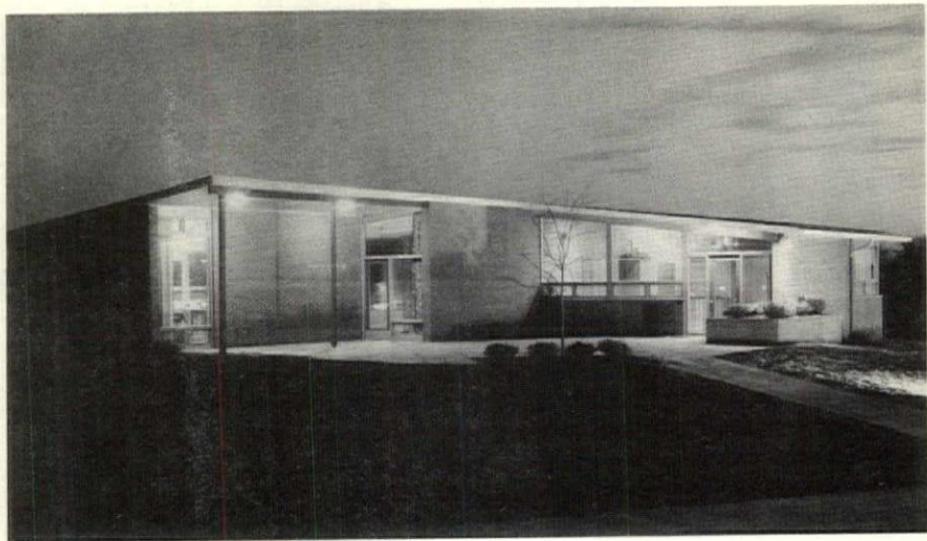
VIBRACRETE

CONCRETE BUILDING UNITS COMPANY

3405 Terrace

Kansas City, Missouri

PATIO SLABS • CONCRETE JOISTS • AREAWAYS • SPLASH BLOCKS • ALUMINUM & STEEL SASH



office of
donald r. hollis, aia
9423 west 75th
johnson county kansas



architectural
photography by
wayne wright
5501 n. garfield
kansas city north
MO. 64111

original
Zolatone®
 process
 proven

- The original multi-color finish with the ultimate in wearability and washability

Architectural Application

Zolatone provides an excellent finish for almost all materials used in construction. It is particularly valuable in finishing porous materials which tend to absorb ordinary paints. In accordance with our directions, Zolatone may be applied over the following types of surfaces, both interior and exterior:

<i>concrete</i>	<i>sand plaster</i>	<i>fiberglass</i>
<i>masonite</i>	<i>cinder block</i>	<i>metal</i>
<i>celotex</i>	<i>leatherette</i>	<i>wood*</i>
<i>ceramics</i>	<i>putty coat</i>	<i>tile</i>
<i>vitrolite</i>	<i>old paint</i>	<i>glass</i>
<i>plywood</i>	<i>wallboard</i>	<i>brick</i>
<i>cement</i>	<i>stucco</i>	<i>etc.</i>

*We do not recommend that Zolatone be applied to exterior wood.

Wall areas which consist of several materials such as metal, glass, tile, and masonry can be treated with the Zolatone Process to produce a surface which is more uniform in texture and which gives less indication of the nature of the material beneath it.

If there is any doubt concerning any painting system or concerning any surface not specifically identified, call or write for our instructions.

DEVOE

of kansas city, inc.

STERLING RONAI
 General Manager

PHONE VI. 5672

200 SOUTHWEST BOULEVARD
 KANSAS CITY 8, MISSOURI

EXCLUSIVE ZOLATONE AGENT FOR THIS REGION

